

Luciana Faso

[LinkedIn](#)
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(209) 471 6143 • lucifaso30@gmail.com

EDUCATION

BAYLOR UNIVERSITY – Waco, Texas

Expected Graduation May 2027

Bachelor of Communications

- Major: Corporate Communication
 - Minor: Public Relations
 - GPA 3.36
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EXPERIENCE

EARLE-HARRISON & PAPE GARDENS – Waco, Texas

January 2026 – May 2026

Event & Marketing Intern

- Managed the Earle-Harrison House Instagram content calendar and increased post consistency for event promotion
- Created event marketing content, including flyers and brochures, while tracking performance to improve audience targeting
- Assisted with event and wedding planning by managing timelines, checklists, vendors, staff, and event materials
- Managed check-in, setup, and breakdown while directing guests and answering questions to support smooth event flow

OPALS OYSTERS – Waco, Texas

August 2025 – Present

Hostess

- Provided professional guest service by managing reservations, seating arrangements, and waitlist flow
- Coordinated with servers and management during busy periods to balance guest needs and table turnover
- Resolved guest questions and special requests quickly to support a positive dining experience

LIDDICOAT CRE – Stockton, California

June – August 2025

Marketing Intern

- Created and updated marketing materials including flyers, brochures, pitch decks, and email campaigns for commercial properties
- Assisted with property listings on platforms like LoopNet and the company website
- Managed social media accounts by drafting posts and updating property highlights to support online promotion
- Tracked marketing performance such as media traffic or email engagement to help evaluate campaign effectiveness

BAYLOR BEAR FOUNDATION – Waco, Texas

January – November 2025

Student Worker

- Communicated professionally with donors, guests, and staff by phone and in person to support fundraising and donor relations
 - Managed incoming and outgoing calls, answered questions, and provided courteous assistance to strengthen donor interactions
 - Prepared materials for events, meetings, and donor communications to support fundraising efforts and daily operations
 - Entered and organized donor information and office records to maintain accurate communication and follow-up
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LEADERSHIP

CO-DIRECTOR OF MERCHANDISE – Alpha Phi Sorority

August 2025 – Present

- Designed and coordinated merchandise for 240 chapter members, ensuring products aligned with chapter branding and member needs
- Communicated with vendors to manage product orders, pricing, and delivery timelines
- Created and monitored the merchandise budget to support cost-effective purchasing decisions
- Collaborated with executive board members and leadership teams to plan merchandise for chapter events
- Managed ordering, distribution, and member communication to ensure smooth merchandise pickup